Extraordinary Engagement

Western University Alumni Association
Strategic Plan
Western’s Alumni Association has been the primary voice and organizational structure serving Western graduates since 1949. The 18 volunteer members of the Board of Directors have prepared this plan to support the advocacy and advisory roles of the Alumni Association in support of the University.

With **286,000** members living and working in more than **150 countries** around the world, our Association continues to grow exponentially each year as new graduates are welcomed into the Western Alumni community.

**VISION:** To inspire all alumni to share a lifelong commitment, pride and passion for Western.

**MISSION:** We are the catalyst for building a vigorous alumni network and a lifelong relationship among Western and its constituents, including students and graduates, and for supporting the University’s mission locally, nationally and internationally.

In 2016, the Alumni Association’s Board of Directors conducted a strategic planning exercise to reaffirm its vision and mission and provide a forum for alumni to share their views. The Board approached the project with an aim to assist the institution in its goal of doubling alumni engagement. A series of roundtable events, an online portal and stakeholder meetings were delivered. The resulting strategic plan will serve to guide the work of the Board of Directors, volunteers and dedicated staff partners.

We know Western alumni are intensely loyal to their alma mater and want to ensure their University continues to prosper and meet its goals. They are eager to assist both the institution and the Association, but don’t always know how they can help. In developing this strategic plan, it became apparent that Western alumni are:

- Often unaware of many of the programs, benefits and initiatives available to them as members of the Alumni Association;
- Happy to raise their hands and roll up their sleeves, but they need to understand how and why; and
- Interested in the needs of current Western students and want to give back.

The Alumni Association must demonstrate a commitment to alumni and communicate clearly what they can expect to receive as part of the Western alumni community. At the highest level, the Association needs to illustrate the desired outcomes of an impact-focused program that demonstrates benefits to alumni and to Western:

<table>
<thead>
<tr>
<th>Benefits to Alumni</th>
<th>Benefits to Western</th>
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<tbody>
<tr>
<td>Bolster pride in Western among alumni</td>
<td>Strengthen Western’s reputation</td>
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<tr>
<td>Participate in meaningful opportunities to become engaged and feel a part of Western’s success</td>
<td>Garner investment of time, talent and treasure from alumni and their networks</td>
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<td>Provide continuous access to learning, personal and professional development opportunities</td>
<td>Align with the University’s strategic direction and core strengths. Assist in supporting academic and research activities and foster the Best Student Experience</td>
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Looking to the Future

A focused and deliberate effort to increase alumni engagement will lead to a greater alumni voice in university life and improved pride in Western with measurable impact by 2018.

The Alumni Association is committed to five pillars of alumni engagement:

**Extraordinary Stories**
Inspire pride in alumni and inform members through compelling storytelling, engaging awareness campaigns and proactive social media supports.

**Extraordinary Benefits**
Provide services and benefits that renew alumni affinity with the Association. Steward the endowed Legacy Funds and remain committed to leaving a lasting alumni legacy on campus through the allocation of the funds across campus priority projects.

**Extraordinary Leadership**
Foster a vibrant volunteer experience from front line to board leadership and ensure the Association continues to be relevant in its service to alumni. Listen to alumni voices and deliver a clear role for valued volunteers.

**Extraordinary Experiences**
Design, deliver and promote programs that provide alumni meaningful ways to engage with the University over their lifetime.

**Extraordinary Network**
Provide alumni access to a growing network of peers and facilitate their interactions amongst one another and with Western. Strengthen relationships with Affiliated University College alumni and with those alumni who present with strong affinity for their home faculty, a varsity team or shared experience.
Goals and Tactics

The Five Pillars of Engagement:

- **Raise awareness among alumni of the many programs, benefits and services available to them by:**
  - Many programs, benefits and services
  - Mustang-to-Mustang
  - Creating a welcoming and inclusive atmosphere for dialogue at meetings and gatherings.

- **Advance a strong, recognizable Western Alumni media presence and creating opportunities for alumni to connect Mustang-to-Mustang:**
  - Creating opportunities for innovative ideas and investment in their alumni;
  - Expanding current offerings;
  - Enhancing the alumni network.

- **Embracing Western’s Alumni social media channels and providing volunteers to connect Mustang-to-Mustang:**
  - Fulfilling and maximizing the valuable contributions of our alumni directors by:
  - Making the contributions of our regional alumni volunteers:
  - Building relationships with Western’s alumni volunteers and supporters.

- **Provide meaningful benefits and services to alumni through the Association’s preferred partners by:**
  - Ongoing feedback mechanisms for members of the alumni community;
  - Championing the affairs of Western and its ongoing development.

- **Fully realize and maximize the valuable potential of our notable alumni and their legacies:**
  - Building alumni access to the Western community and the growing alumni network.
  - Exposing the alumni awards and recognition programs by:
  - Providing volunteers with current and relevant information on alumni membership services and supports.

EXTRAORDINARY STORIES

- **Advance a strong, recognizable Western Alumni media presence and creating opportunities for alumni to connect Mustang-to-Mustang:**

- **Embracing Western’s Alumni social media channels and providing volunteers to connect Mustang-to-Mustang:**

- **Provide meaningful benefits and services to alumni through the Association’s preferred partners by:**

- **Fully realize and maximize the valuable potential of our notable alumni and their legacies:**

EXTRAORDINARY BENEFITS

- **How we will measure success:**
  - Number of alumni engaged
  - Alumni engagement retention rates
  - Depth and frequency of engagement
  - Number of alumni communities engaged
  - Communications satisfaction

EXTRAORDINARY EXPERIENCES

- **Increase alumni and student involvement in extracurricular alumni programs offerings while continuing to double alumni engagement and deliver high-quality and high-impact programs by:**

- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

- **Establish an enhanced presence of our Alumni Award of Merit program as well as the Faculty, varsity and affinity-based recognition programs.

- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

- **Enhance the Alumni Awards and Recognition program by:**

- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

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- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

EXTRAORDINARY LEADERSHIP

- **Build capacity among branch and regional alumni volunteers through strategic recruitment and: **

- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

- **Enhance the Alumni Awards and Recognition program by:**

- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

- **Establish an enhanced presence of our Alumni Award of Merit program as well as the Faculty, varsity and affinity-based recognition programs.

- **Design and develop innovative digital strategies to extend our lifelong learning platform to alumni globally by:**

EXTRAORDINARY NETWORK

- **How we will measure success:**
  - Number of alumni engaged
  - Alumni engagement retention rates
  - Depth and frequency of engagement
  - Number of alumni communities engaged
  - Communications satisfaction

- **Enhance alumni access to the Western community and the growing alumni network:**

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Western’s extraordinary alumni, globally

Living in more than 150 countries around the world, our 286,104 alumni represent a diverse, talented and exceptional group. Wherever you call home, Western is working to foster a relevant and meaningful lifelong connection among fellow alumni and with the University.
Meet your Board
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